

Analgesics in Mexico

October 2023

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Analgesics in Mexico - Category analysis

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2023 DEVELOPMENTS

"Tripledemic" in early 2023 boosts sales of analgesics

Effectiveness and cost-efficiency are the key drivers behind Mexicans' preference for acetaminophen

Bayer benefits from positioning Flanax as suitable for exercise-related muscle pain

PROSPECTS AND OPPORTUNITIES

Post-pandemic self-medication trend will drive future growth of analgesics

CBD has the potential to shape future use of topical analgesics

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DISCLAIMER

DEFINITIONS

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